

## GRAPHIC DESIGNER

### DEFINITION

To perform a variety of responsible citywide graphic design and art work for visual communications media including illustration, photo-retouching, page layout and display design; to formulate artwork concepts for citywide use and prepare layout and graphic artwork to visually attract targeted audiences for various City departments, projects and programs; and to confer with city staff on graphic needs, objectives, presentations approaches, styles and production factors, paste-ups, layouts and printing.

### SUPERVISION RECEIVED AND EXERCISED

Receives direction from assigned management, professional or supervisory personnel.

ESSENTIAL FUNCTIONS – Functions may include, but are not limited to, the following:

Develop, plan and design graphic artwork and materials for use by City departments; maintain a consistent style or theme for the City's graphic materials.

Formulate concepts and execute layout designs for artwork and copy in annual reports, cover designs, books, calendars, brochures, flyers, posters, invitations, tickets, stationary, business cards, publications, displays, signage, charts, graphs, simple maps, logos, and certificates for various departments including designing the quarterly Parks and Recreation brochure.

Confer and advise City staff and departments regarding graphic needs, project budget, background information, objectives, presentation approaches, styles, printers, techniques and related production factors; research and prepare quotes for more complex projects.

Research, select and secure suitable illustrative or photographic material; determine size and arrangement of material and copy based upon space available.

Coordinate all elements of graphic projects from initial ideas to final products.

Prepare sketches, graphs and related artwork using a variety of art material; prepare camera-ready artwork.

Develop and implement a citywide graphic request system; plan and prioritize graphic requests.

### EXAMPLES OF ESSENTIAL FUNCTIONS

Coordinate work assignments with outside print shops; review final proofs for accuracy of text and assembly.

Work with citywide communications committee to develop a graphic standards manual; assist departments in implementing graphic standards.

Develop standardized templates for department uses based on city graphic standards.

Serve as the main contact for use of the City's logo for employees and external groups; ensure trademarked logo is used properly; interpret guidelines to ensure correct usage of the logo along with providing camera-ready, disk or electronic versions.

Assist with contract administration and budget oversight for a variety of graphics projects.

Prepare layouts for promotional and informational materials, publications, posters, projected visual aids, displays and other projects.

Adapt graphics for use in electronics formats including power point presentations and Web graphics.

Participate in proofreading and editing of material prepared within the department.

Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service.

Perform related duties as assigned.

### MINIMUM QUALIFICATIONS

#### Knowledge of:

Principles of graphic design.

Layout techniques and aesthetic concepts.

Design elements leading to a commercial quality graphic design product.

Color including complementary and contrasting, trends, mixing, tinting, screening and design enhancements qualities.

Computer and Web graphics.

Knowledge of:

Art media, graphic tools and techniques.

Paper types and printing requirements.

Typeset and printing process.

Computer equipment and software applications related to assignment.

English usage, spelling, grammar, and punctuation.

Ability to:

Intermittently review documents related to department operations; observe, identify and problem-solve office operations and procedures; understand, interpret and explain department policies and procedures; explain operations and resolve office issues for the public and with staff.

Develop and illustrate graphic designs, and prepare layouts and camera-ready art.

Design and produce quality graphic art materials, projects and layouts in various styles and media.

Organize large amounts of information and produce high quality graphic design products.

Create original ideas within short timeframes and tight deadlines.

Operate various computer software programs related to assignment.

Understand the organization and operations of the city and of outside agencies as necessary to assume assigned responsibilities.

Work independently with limited supervision, and exercise initiative and sound judgment.

Apply operating rules and procedures of assigned department.

Work cooperatively with other departments, outside agencies, and the public.

Ability to

Interpret and apply departmental policies, procedures, and rules.

Communicate clearly and concisely, both orally and in writing.

CITY OF CHULA VISTA  
Graphic Designer

Establish and maintain effective working relationships with those contacted in the course of work.

Work with various cultural and ethnic groups in a tactful and effective manner.

Experience and Training

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Two years of responsible professional experience in graphic arts, advertising, layout and design.

Training:

Equivalent to a Bachelor's degree from an accredited college with major course work in graphic design, commercial art, or a related field.

License or Certificate

Possession of, or ability to obtain, a valid California driver's license.

PHYSICAL DEMANDS

On a continuous basis, sit at desk for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone, and write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.

WORKING ENVIRONMENT

Primary work is performed indoors in a carpeted and air-conditioned office environment with fluorescent lighting and moderate noise level. Some movement is required from office to office and there is exposure to the external environment when going to outlying offices, meeting, or performing field inspections. Work is frequently disrupted by the need to respond to in-person and telephone inquiries